Hello, this group 5 and we are K&S corporation.

At first, let me briefly go through our history, business and future goals. And then our group will introduce how we are going to map our goals to real thing and how we plan to achieve them physically.

Our company is one of Australia largest multi-modal providers.

Multimodal means that we can use a combination of transportation means to deliver goods.

We provide road, rail and coastal sea forwarding to customers.

We treat **safety and innovation** as our most important value, so we are also planning business revolution to adapt the situation of peri-covid era and to meet the requirement of increasing needs and higher standard.

So here, we place **Reliability and safety** on the top of our general values in our business model canvas. We also aim to reduce the complexity of logistics procedure to make each order satisfying. And we always try our best to offer same high standard service to our customer to maintain our brand reputation.

And we are also seeking special values in the new age like

We try to reduce the impact of covid 1.

And we also aim to be an environmental-friendly company to demonstrate our responsibility as an industry leader.

Our customers are from a variety of market, some of them are manufacturers like coca-cola, some of them are demander of goods like Kmart, and we also offer service to material and chemical providers, energy companies. Of course, we have retail service for medium and small sized business. We also lend our properties like warehouse and cars.

As we can see our revenue mainly come from Logistics service, so it is critical for us to build high quality business channels.

We can provide a strong linkage between brands. And we ensure our reliability and consistency by our physical assets. We also have promotion strategies for the customers to find a better solution for their business. In pursuit of technology, we are integrating our business matrix online and we are building website and cloud centre. Thus, we can ensure our consistency. And increase our overall quality further.

We usually build direct relationships to our customers, and we often play the roles of demander and suppliers between different end points. To manage the large customer base, we plan to develop a web platform for managing the business internally and externally.

As discussed before, we are mainly offering logistics service, including import and export. And we are capable to provide a system solution to supply chain. To increase the service quality, we are going to implant Big data analysis to our cloud centre.

*Our capability comes from our resource of multi-modal fleet, and ample warehousing. Of course, our professional team, in other word, human resource is critical to the business.*

*We corporate with governments to build railway and acquire lands. They are often our key partner in the environment campaign. We partners also include supplier providers and insurance companies.*

*So the major costs are supplier expenses and salaries. And we are also experiencing depreciation on the physical assets each year.*

Our vision is to be a leader in the transport and logistics industry in Australia and New Zealand. To this end, we put forward goals for safety, customer service, community, innovation. To carry forward our general values. And to maintain the vitality of our business.

So, we proposed three guiding objectives:

Economic, Technical and Environmental goals.

Economically, we aim to return to pre-pandemic levels in 2022 by increasing sales by 14.8% this year.

And we keep on promoting Logistics 4.0 which is the emphasize of today’s presentation in the following 5 years. We define the 4.0 by completely integrating physical business digitally and move them online. We aim to build an internet of everything in our business which will be discussed more in detail later.

Our environmental goal is to develop Green-logistics in the following 5 years, by reducing emission load by 5% each year. This should go along with our technical goals. With the help of our digital platform, we can control and plan more precisely and effectively.

We divided the elements in our architecture into three parts:

Soft assets, Computing resource and Information provider.

The soft assets are website, big data analysis platform and the Ware house management system.

And the computing resources are cloud centre and physical server.

The remaining things are information provider, and they are the basic units of the IoT infrastructure.

We put RFID and barcode on different entities according to the need. As we discussed before, we may put RFID on more valuable fragile goods and on indoor vehicles. And the directional barcode is used in more general products. Sensors and cameras are used both on vehicles and in warehouse. They can be used for safety reasons and they can also be used to monitor the status of the goods. For example, we use pressure sensors and infrared cameras for chemical containers.

We have different types of connection